



# GATEWAY CITIES: INNOVATIVE STRATEGIES FOR COMMUNITY REVITALIZATION

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Mayor Kimberley Driscoll  
City of Salem

November 13, 2012

# Bridge Street Neck Revitalization Plan

- Funded with \$75,000 Gateway Cities grant
- Significant civic engagement



# Bridge Street Neck Neighborhood Plan



## Recommendations:

- Foreclosure assistance
- Zoning changes to support mixed use, multi-family housing, and neighborhood businesses
- Business loans
- Joint marketing



## Plan Implementation – rezoning initiative



- Funded through MAPC's District Local Technical Assistance
- Purpose – to encourage mixed use, neighborhood business, and good design
- Working group of stakeholders



# St. Joseph's Redevelopment



- Former church property
- 51 units of affordable housing
- Site rezoned to downtown district
- Low-income tax credits
- Strong partnership with developer
- Many hurdles over 7 years

# Old Salem Jail – 50 St. Peter Street



- Tough economy
- Rezoned to downtown district
- Creative developer
- Shift from condos to rental
- Historic preservation tax credits
- Mixed use: 23 housing units, exhibit, restaurant

# Mixed Use Development – former industrial corridor

## Salem Suede

\$19,406 current taxes



## Riverview Place

130 housing units; 10%  
affordable;

5,540 s.f. commercial space

\$250,000 estimated taxes





# Mixed Use Development - former industrial corridor

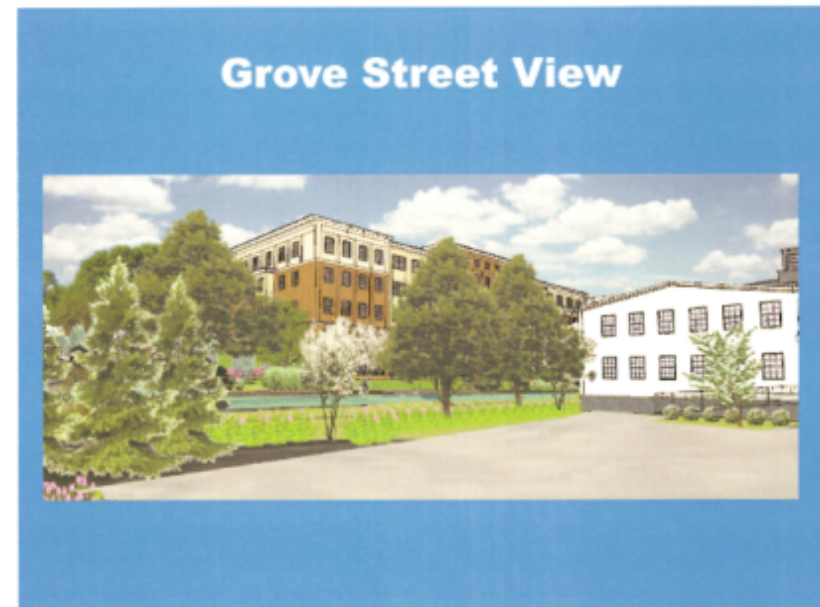
## Salem Oil and Grease

- \$18,709 current taxes



## Legacy Park Apartments

141 units; 10% affordable;  
17,000 s.f. commercial;  
estimated taxes \$250,000



# Downtown

## Salem News building

31 housing units; 24 new and 7 rehabilitated;

13,500 s.f. commercial

- Housing encouraged
- Parking policy supports rehabilitation and historic preservation
  - Parking only required on-site for new construction
- Good design ensured through design controls under urban renewal plan, recently updated



# Keys to Salem's Success

- Plan the work
- Work the plan
- Engage stakeholders
- Build partnerships
- Be creative
- Be persistent



Thank you

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